BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 International Extended Diploma in Business
Unit number and title	**Unit 16: Visual Merchandising**
Learning aim(s) (For NQF only)	**C:** Create a successful display for a retail outlet through the use of appropriate visual merchandising techniques
Assignment title	How does it look?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your apprenticeship is going well and your supervisor now tasks you with planning and creating a display that utilises the knowledge that you have acquired so far.

Task 1	You need to demonstrate individual self-management, initiative, and creativity to present a high quality successful display for the clothing retail outlet that you work for. To do this, you must complete the following: - Present evidence of planning to produce an appropriate display for the outlet, taking into account legal and safety aspects. - Use feedback from peers and others to ensure this individual display it is a success and is appropriate style for the retail outlet. - Ensure the final version of the display is informed by individual prior research and recommendations. - When creating the display, demonstrate an independent approach throughout the work, using research skills, initiative and creativity that demonstrate a high standard of individual technical ability. - Demonstrate attention to detail and precision throughout the work. - Show a creative approach where you develop your own ideas or develop ideas in distinctive ways. N.B. This is not a measure of your artistic design skills.
Checklist of evidence required	Preparation and planning documents Photographic evidence of the assembly process and of the

	completed display Pictures/annotated photos Diary entries/reflective log book Observation records/Witness statements
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
16/C.D3	Demonstrate individual self-management and initiative in the presentation of a high quality successful display for a retail outlet through the creative use of visual merchandising.
16/C.M3	Plan and create an individual visual merchandising display, using recommendations and feedback to assess the success of the project.
16/C.P6	Create a successful visual merchandising display for a product or service in a retail outlet.
16/C.P5	Produce a realistic plan for a visual merchandising display for a product or service in a retail outlet.
Sources of information to support you with this Assignment	www.wordskills.org www.brightknowledge.org www.visualmerchandiser.co.uk www.repsly.com The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners. **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/support/published-resources.html#step1
Other assessment materials attached to this Assignment Brief	